PUBLICITY

Good publicity includes:

1. Title of event
2. Brief description
   (if not a recognizable event)
3. Date
4. Time
   (and end time if possible)
5. Location
6. Admission fee
7. Sponsoring organization
8. "For more info contact"
   (include necessary information)
Design Tips

Publicity should sell, educate, clarify, excite, and involve.

1. People won't look at your poster a long time. Make it eye catching and get your point across.

2. Look at what other publicity catches your eye on campus.

3. Use creative fonts! A great source of fonts that are free (shareware) is www.1001fonts.com

   Avoid using too many fonts on a poster. 2-3 are sufficient. (Script fonts aren't intended for posters!)

4. To increase visibility of certain information, incorporate a black text box with a white font inside

5. Use clip art or images - people are more likely to remember images than words.

6. Add a border somewhere in your poster, it makes text stand out.

7. Use color if your budget allows (most organizations have print shop accounts).

8. Use color paper - this is supplied free in the Student Involvement Resource Room (Room 310) Campus Center

9. Test your poster before printing - put it up on a board and look at it from a distance. See how it strikes you!

10. Don't forget to remove your publicity after your event!